附件1.

大赛评审标准

一、概念（15%）

1)项目是否具有清晰的受众或市场定位？

Does the project have a clear target market or audience?

2)项目是否解清晰针对或解决了某些机会、需求或问题，项目是否清晰地解释或解决这些问题？

Does the project address a clear need, problem, or opportunity and is the solution clearly explained?

3) 项目的目的及基本功能是否易于理解？

Is the project’s purpose and basic functionality easily understood?

二、创新性（50%）

1) 项目是否开拓了一个新的产品或服务领域？

Does the project create a new category of product or service?

2) 市场上是否已有相同或相似的产品及服务，项目是否具有清晰的意义或超越目前已有产品的突破性？

If there are similar products or services on the market, does the project clearly and meaningfully innovate beyond those existing products or services?

3) 项目是否提出了一种新的或有意义的改进方案？

Does the project present a new and meaningfully improved way of accomplishing something?

4) 在项目的用户体验方面，是否有创新？

Does the project include innovations in user experience?

5) 项目的技术设计及实现方面是否具有创新？

Does the project include innovations in technical design and/or implementation?

三、执行（20%）

1) 项目是否易于使用？

Is the project easy to use?

2) 项目在用户界面、视觉效果、声音等方面是否达到了一定的专业程度？

Does the project have a professional degree of production in terms of user interface, visuals, and audio?

3) 项目是否能够顺畅运行，对用户输入做出快速响应？

Does the project perform well and respond crisply to input?

4) 项目是否选择了适当并且高效的技术平台？还有哪些尚未使用，但可能对项目实现有较大帮助的技术、功能或平台吗？

Does the project make effective and appropriate use of the major features of its chosen platform(s)? Were there significant platform features or even platforms the project could have benefitted from but failed to utilize?

四、可行性（15%）

1) 团队是否拥有一个完善的计划和业务模式，以将他们的项目推广到市场？有哪些潜在的合作伙伴、机会或其他因素？

Does the team have a credible plan for getting their project to market in terms of business model, any required partnerships, or other factors?

2) 团队是否进行过任何外部验证、调查，如客户反馈、小组测试或beta实验项目？

Does the team have any form of external validation for their project such as customer surveys, focus group tests, an active beta-test program, recommendations from subject-matter experts, or potential investors?

3) 团队现有的项目计划中是否给出了充分合理的赢得市场的理由？

Does the project have a reasonable chance of success in its appropriate market given the team’s existing plan?